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ABSTRACT

This book offers a guide to designing and implementing an enrollment and retention management program for colleges and universities. Emphasis is on a system which integrates the activities of the offices of enrollment management, retention management, admission, financial aid, registration, research, and public relations, including publications and advertising. Individual chapters address the following topics: (1) defining enrollment management; (2) the role of the enrollment manager; (3) the future of enrollment management; (4) the role of research in enrollment management; (5) marketing; (6) telecounseling; (7) publications; (8) advertising; (9) the role of faculty in enrollment and retention management; (10) financial aid; (11) retention management; (12) outcomes; (13) evaluation; (14) success and failure; and (15) change as a constant. A concluding chapter emphasizes the importance of embracing change as part of any successful enrollment and retention program and of collaboration by various institutional offices and faculty. An appendix identifies lists and reports that should be compiled each year by the Offices of Enrollment and Retention Management. (Contains approximately 150 references.) (DB)

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